

### Directions

Great taste at lower cost makes the switch to Merit an easy choice for you. We want to make it just as easy for you to get your well-deserved Merit Awards. Simply clip the pack UPCs off any style Merit (sorry, no carton UPCs will be accepted). Then, start collecting for your Merit Awards.



### ORDER IN 3 EASY STEPS.

#### 1.

Fill out the easy-to-order form completely. Must include signature and birth date. Program expires and orders must be received by 5/31/97. Order will be rejected if signature or date of birth is not provided.

#### 2.

Include appropriate number of Merit pack UPCs. Use chart to determine shipping/handling fees. Include check or money order payable to Merit Awards (no cash, please).

#### 3.

Mail in a padded envelope to Merit Awards, P.O. Box 8221, Dover, Delaware 19905-8221. Be sure to put proper postage on your envelope. Allow 10-12 weeks for delivery. Items may be shipped separately. Limit 2 of each item (regardless of size or style) with a maximum of 12 total items for the duration of the promotion.

Call 1-800-884-5777  
with inquiries about your order.



Merit 4-Way Bag  
125 UPCs

Merit Wind-Resistant Lighter  
40 UPCs



Merit Anorak  
150 UPCs



Merit Harvest Big Shirt  
150 UPCs



Merit Stainless Travel Mug  
70 UPCs  
Merit Stainless Thermal Bottle  
120 UPCs



Merit Fleece Pullover  
150 UPCs



Merit Halogen Lamp  
150 UPCs



Merit Sunglasses  
80 UPCs



Merit Iced Tea Glasses  
30 UPCs



## Bring home your Merit Awards.

Please select your Merit Awards, cut along dotted line and send in the completed form with your pack UPCs (carton UPCs not accepted) and check or money order. Do not send cash. Mail in a padded envelope to:

Merit Awards, P.O. Box 8221, Dover, Delaware 19905-8221. Offer expires and orders must be received by 5/31/97.

LIMIT: 2 OF EACH ITEM (REGARDLESS OF SIZE OR STYLE) WITH A MAXIMUM OF 12 TOTAL ITEMS FOR THE DURATION OF THE PROMOTION.

Mr  Ms  Ms \_\_\_\_\_ Male  Female

Address \_\_\_\_\_ Apt. # \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone Number \_\_\_\_\_ Regular Brand Smoked \_\_\_\_\_

Item	Quantity	Pack UPCs Required Per Item	Total Pack UPCs Enclosed
4-Way Bag	x	175 =	
Wind-Resistant Lighter	x	40 =	
Jeep® Bomber	x	450 =	
Anorak (S, M, L, XL)*	x	350 =	
Stainless Travel Mug	x	70 =	
Stainless Thermal Bottle	x	120 =	
Harvest Big Shirt (S, M, L, XL)*	x	150 =	
Field Watch (His or Hers)*	x	125 =	
Fleece Pullover (S, M, L, XL)*	x	150 =	
Halogen Lamp	x	190 =	
Sunglasses	x	80 =	
Iced Tea Glasses (set of four)	x	30 =	

#### TOTAL Pack UPCs Enclosed

TOTAL SHIPPING AND HANDLING ENCLOSED  
[1-200 UPCs = \$4.00] [301-500 UPCs = \$6.00] [501-4999 UPCs = \$8.00] [500+ UPCs = \$10.00]  
(Only check or money order will be accepted)

\*Circle size or style when choice is available, e.g., (S, M, L, XL)

By participating in this offer and signing below, I certify I am a smoker 21 years of age or older, and I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable federal and state laws.

Signature (required): \_\_\_\_\_

Date of Birth \_\_\_\_\_ Today's Date \_\_\_\_\_

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_\_ \_\_\_\_/\_\_\_\_\_/\_\_\_\_\_\_

Offer limited to smokers 21 years of age or older. Copies of order form will not be accepted. Offer good only in the USA. Offer valid in Kentucy and when accepted by law. No cash or money order will be issued. Enclosed UPCs will not be returned. Offer void to employees of Philip Morris and its advertising agencies. Postage may vary according to the weight of your envelope. Please check with post office to ensure you've affixed proper postage. Please allow 10-12 weeks for delivery. Not responsible for lost, late, damaged, misdirected or postage-due mail.

Print Name \_\_\_\_\_

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Moore Inc. 1996

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Source: <https://www.industrydocuments.ucsf.edu/docs/003>